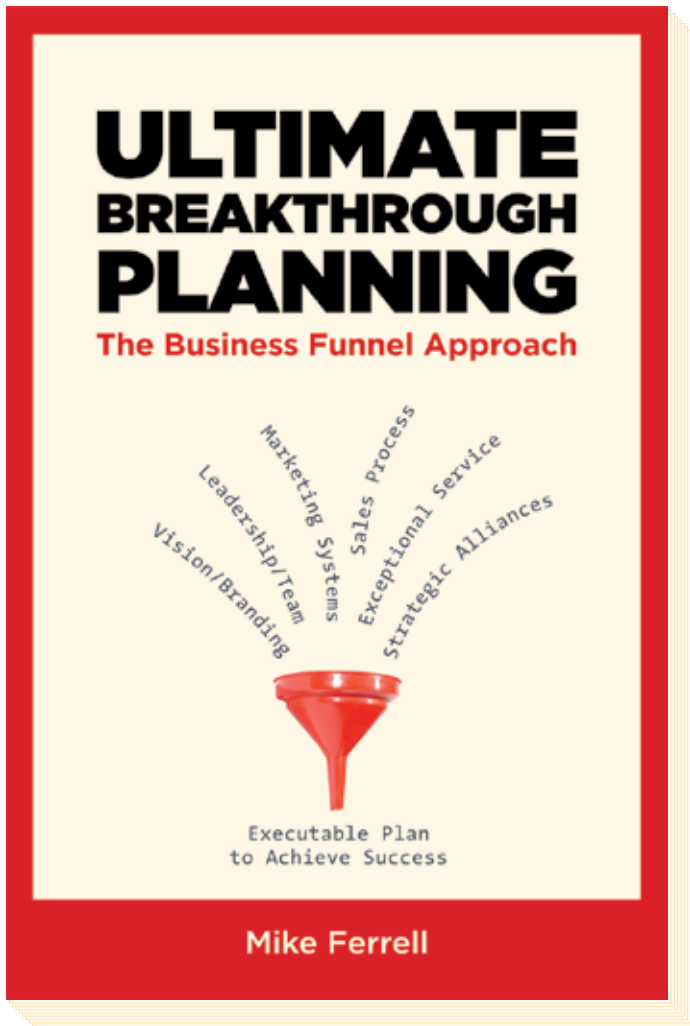


Funneling Your Way to Business Success



IT'S VIRTUALLY IMPOSSIBLE to hit a target you can't see! And yet that's what most business owners try to do by using the traditional approach to business planning. This model is flawed: it creates a static document, not an active process to help grow a business.

In Mike Ferrell's new book, *Ultimate Breakthrough Planning*, he helps business owners create a blueprint for success in their businesses.

Discover why:

- Most traditional business plans never achieve their goals
- Focusing on an executable process can help grow a business 50, 100, even 200%
- Focus and discipline are the two most important elements to any successful business plan
- Creating a plan for a business will result in ample capital opportunities

Ferrell offers six key elements for a successful strategy:

- Vision/branding
- Leadership/team
- Marketing systems
- Sales process
- Exceptional service delivery
- Strategic alliances

Once these elements are pinpointed, the final step funnels them into an executable plan. Those who want to grow their businesses with a step-by-step process need *Ultimate Breakthrough Planning*.

"Mike's presentations are dynamic and get our advisors thinking about a different approach to their practices."

—LEO CARTEN, VP, INSURANCE SERVICES, PIPER JAFFRAY

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SCARLETTA
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“As an agency owner, I have to concentrate on day-to-day. Mike helped us focus on strategies that are profitable and give us a clear direction.”

—STEVE GRICE, PRESIDENT, GRICE FINANCIAL GROUP

Audience

- Established and start-up companies looking for a better strategy
- Entrepreneurs with all levels of experience
- Community bankers and financial services providers

Marketing Strategy

- Press kits to long-lead reviewers and local, regional and national newspapers, TV and radio
- Reviews and articles in business trade publications including: *Investment Advisor*, *Broker World, Inc.*, *Fast Company*, *Star Tribune*
- List of 8,000 contacts and business industry leads direct mail campaign and follow-up
- Double duty of promoting the book on his seminar circuit, including cities across the South and Midwest, and holding book signings in the same areas
- Pincrest monthly newsletter advertisement, review, and excerpt
- Local, regional, and business trade show venues as speaker

Web Presence

Mike Ferrell will be building a website using the domain name ultimatebreakthroughplanning.com to promote the book and additional materials.

Publishing Industry Events

- Book Expo America, Los Angeles, CA
- MBA, St. Paul
- Twin Cities Book Festival, Minneapolis

“Mike has helped us move our agency from a service organization to a marketing organization, which we desperately needed in order to grow. With his business planning system, I now know exactly how I’ll grow my agency 75% this year.”

—BILL CONWELL, PRESIDENT, CONWELL AND ASSOCIATES

Excerpt from the Book

The Traditional Business Planning Approach Is Flawed

In 2005, 544,800 small businesses closed for a variety of reasons: lack of capital, lack of customers, poor location, bad service, or the wrong product. How many of these small businesses could have avoided this fate if they had an easy-to-follow blueprint that would help them succeed? There have been hundreds—if not thousands—of business books written about running businesses, and there are nearly as many software models and programs a small business can use to create a business plan—not to mention all the business gurus and consultants available.

That being the case, why is there so much failure?

After twenty-two years of working on, working in, owning, and observing businesses, I believe the reason for so much business failure is one simple thing: lack of execution.

About the Author

As founder and president of The Pincrest Group, Mike Ferrell has worked with many companies in hiring, training, and managing sales forces as well as creating and implementing business and marketing plans for over twenty years. He has been involved in eight different start-ups and worked with companies as small as one to as large as 500 employees. He has spent the last 10 years training and coaching financial services providers on how to grow their businesses using this approach. He has presented workshops and seminars all over the country, with over 10,000 salespeople completing them. Clients include Ameriprise, Transamerica, RBC Dain Rauscher and Piper Jaffray.

